ORDER

105169 Orders Order / Rev: 06838766 Alt Order #: OCEGUERA FOR CONG Product Desc: Estimate: 1557 Flight Dates: 08/07/12 - 08/13/12 Primary AE: **Amy McCreary** Original Date / Rev: 08/06/12 / 08/15/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Oceguera for Congress + Demographic: A35+ New Business Thru: Product Codes: PLC02 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Dill I luli					TOTALS
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month
07/30/12	08/13/12	10	\$14,400.00	\$12,240.00	August 2

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$14,400.00	\$12,240.00	0.00
Totals	10	\$14,400.00	\$12,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total		
KSNV	37%	\$14,400.00		
Market	100%	1\$38.918.92		

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$10,118.92
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$7,394.59
KTUD	0%	\$0.00
KVVU	16%	\$6,227.03
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$778.38

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E	1	KSNV	08/07/12	08/13/12	Olympics Daytime Olympics Daytime		9am-4pm	MTWTF	:30 6	\$1,200.007	0.00 NM	4	\$4,800.00
		OLYMP	IC DAYTIN	ΛE		,							
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
	W	eek: 08/	07/12 (08/13/12	MTWTF	4	\$1,200.00	0.00					

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Totals

10

\$14,400.00

KSNV

Order / Rev: Alt Örder #:

Flight Dates:

105169

06838766

08/07/12 - 08/13/12

Advertiser:

Oceguera for Congress

Product Desc:

OCEGUERA FOR CONG

Estimate:

1557

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Day	/S	Len Spots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/07/1	2 08/13/12	Olympics Daytime		9am-4pm	MTWT	F	:30 6	\$1,200.007	0.00 NM	4	\$4,800.00
	OL VMB	IC DAYT	TIME	Olympics Daytim	e Weekdays								
		rt Date	End Date	Weekdays	Spots/Week	Doto	Rating						
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E 2			2 08/11/12	Olympics Daytime	- Week@M	4am-6pm		-S-	:30 2	\$1,700.007	0.00 NM	2	\$3,400.00
	OLYMP	IC DAYT	IME	, , , , ,									
	<u>Sta</u> /eek: 08/	<u>rt Date</u> 06/12	End Date 08/12/12	Weekdays S-	Spots/Week 2	<u>Rate</u> \$1,700.00	Rating 0.00						
E 3	KSNV	08/12/1	2 08/12/12	Olympics Daytime		4am-6pm		S	:30 2	\$1,700.007	0.00 NM	2	\$3,400.00
	01.7040	IO DAVO	TIME D	Olympics Daytime	e WEEKEND								
		IC DAYT		Manual esta	Ca-4-8811.	ъ.,	D "						
1/4	<u>318)</u> eek: 08	rt Date	End Date 08/12/12	<u>Weekdays</u>	Spots/Week	<u>Rate</u> \$1,700.00	Rating 0.00						
E 4			2 08/08/12	Today Show	CM	658a-9am	W-		:30 1	£1 400 004	0.00 NM		04.400.00
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	TODAY	SHOW											
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
W	/eek: 08/	06/12	08/12/12	W	1	\$1,400.00	0.00						
E 5	KSNV	08/10/1	2 08/10/12	Today Show	CM	658a-9am		F	:30 1	\$1,400.001	0.00 NM	1	\$1,400.00
	TODAY	CHOW		Today Show									
	TODAY	rt Date	End Data	Mookdowo	Consta (Mank	D-4-	D - 44						
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